

Organizing Agritourism Support in California: Tools and Strategies

Friday, November 4, 2011

You are invited to join California agritourism leaders for a statewide summit to build better support for agritourism operators in California.

Sponsored by UC Cooperative Extension & the UC Small Farm Program

- Experts will help participants explore the relationships and benefits involved in both statewide and local/regional agritourism programs.
- Speakers include Karen Ross, secretary of the California Department of Food and Agriculture, Martha Glass, executive director of North Carolina's highly successful Agritourism Networking Association, and representatives from the Apple Hill Growers Association.
- The workshop will include regional breakout sessions for networking, discussion and planning.
- Participants will also take away a toolkit of concrete ideas, resources and starter projects to organize agritourism organizations in their own regions, including social media tools to put to work and/or share with others.

Registration is open – Sign up today!

Date: Friday, November 4, 2011

Time: 8:30 am - 4:15 pm

Location: Robert J. Cabral Agricultural Center /UC Cooperative Extension San Joaquin County
2101 Earhart Ave., Stockton, CA 95206

Workshop fee: \$20 (includes continental breakfast, lunch and handouts)

To register: <http://ucanr.org/agtoursummit.2011>

Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530.752.7779



This project was partially funded by the Western Sustainable Agriculture Research and Education Program, with additional support provided by Sierra Nevada Conservancy and the Delta Conservancy